

Organization Name: Visit Southeast Montana

Project Name: Coop Marketing- Powder River Chamber

Application Completed by: John Brewer

Approval Requested

☒ **Final**

☐ **Preliminary**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visit Southeast Montana has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. In the application, It is stated that the successful applicant must show that the project for which funds are being requested will benefit Southeast Montana Tourism by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Powder River Chamber in Broadus, MT has requested funds to create a video promoting Southeast Montana and the Powder River County area. The video would be freely distributed to any party who would like to use it, including other VIC's in the state. If approved, these funds would be used for creative development of the video, as well as video equipment for the Broadus VIC (managed by the Powder River Chamber), consisting of a television and DVD player.

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Visit Southeast Montana Annual Budget Overview.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Website Visits
- Consumer Database
- Stakeholder Report Card

Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

How does this project support the Strategic Plan?

- This project will support the Strategic Plan for 2013

Detail Pages attached: Yes
No X

Visit Southeast Montana
Coop Marketing- Powder River Chamber

FILM/VIDEO:	State Tourism Funds	Other Funds	Total
Creative	\$500	\$500	\$1,000
Equipment	\$450	\$450	\$900
Total	\$950	\$950	\$1,900
Project Total	\$950	\$950	\$1,900